

Feb. 6, 2007 3:37PM haynes beffel wolfeld llp

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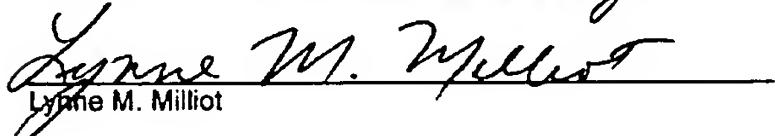
FEB 06 2007

Application No. 10/056,956

Atty Docket No. CLAR 1038-1

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent & Trademark Office at Facsimile No. (571) 273-8300 on February 6 2007.

  
Lynne M. Milliot

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Eric McKinlay et al.

Application No. 10/056,956

Confirmation No. 8430

Filed: 25 January 2002

Title: **SYSTEM, METHOD AND COMPUTER  
PROGRAM PRODUCT FOR INITIATING  
A SOFTWARE DOWNLOAD**

Group Art Unit: 2153

Examiner: Sean M. Riley

**CUSTOMER NO.: 61081**

**POWER OF ATTORNEY BY ASSIGNEE TO EXCLUSION OF INVENTOR  
UNDER 37 C.F.R. § 3.71 WITH REVOCATION OF PRIOR POWERS**

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The undersigned ASSIGNEE of the entire interest in the above-identified application for letters patent hereby appoints:

The attorneys and agents associated with **Customer No. 61081**

to prosecute this application and transact all business in the United States Patent and Trademark Office in connection therewith and hereby revokes all prior powers of attorney; said appointment to be to the exclusion of the inventors and the inventors' attorneys in accordance with the provisions of 37 C.F.R. §3.71.

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The following evidentiary documents establish a chain of title from the original owner to the Assignee:

- a copy of an Assignment attached hereto, which Assignment has been (or is herewith) forwarded to the Patent and Trademark Office for recording; or
- the Assignment recorded on 01/25/2002 at Reel 012584, Frame(s) 0207; and
- the Assignment recorded on 06/10/2002 at Reel 012975, Frame(s) 0978.

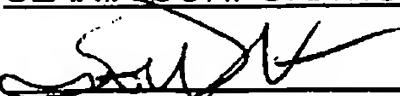
Pursuant to 37 C.F.R. § 3.73(b) the undersigned Assignee hereby states that evidentiary documents have been reviewed and hereby certifies that, to the best of Assignee's knowledge and belief, title is in the identified ASSIGNEE.

Direct all telephone calls to Joseph E. Root at (650) 712-0340.

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Date: 2/4/2007 ASSIGNEE: CLARIA CORPORATION  
Signature:   
Name: Scott VanDeVelde  
Title: President & Chief Executive Officer